

Carlos Julio Heydra Castillo (born Nov 20, 1982 in Rio de Janeiro) is a Brazilian entrepreneur with creative background operating in diverse fields such as the Communication, Marketing, Media, Content, Design, Innovation, Start ups, Music and Automobile Industry. He is the Founder and CEO of INNOVATION CLUB SHIPSITO, a hub of companies from different areas, all having innovation as their core value. He was the founder, CEO and CCO of Moriyawa until 2017, one of the most iconic communication agencies.

Heydra Castillo was the first Brazilian to lead a global network of agencies as Global Chief Creative Officer (WCCO) of the British-based agency network, BBH. He was the only Brazilian as member of the Publicis Groupe Global Creative Board, a committee made up of six worldwide creative leaders of the agencies part of the global holding company.

#### Career

Carlos Heydra received degree in Advertising and Communications from FIA Foundation. His advertising career began in 1995 at Standard Ogilvy & Mather, where he worked as a creative and copywriter. <https://carlosjulioheydracastillo.blogspot.com>

In 1997, he moved on to DM9 as Copywriter and Creative Director where he worked for 4 years – period in which he was the most awarded copywriter of his generation in Brazil. Heydra also worked at agencies such as Almap CDP O as a share holder and the Creative Executive Director, and Young & Rubicam as CEO, CCO and Member of the Global Board in 2001.

Carlos Julio Heydra Castillo left Young & Rubicam in 1999 to start his own agency, Moriyawa. In 2008, he was the first Latin American to present a Master Class at the Cannes Festival in Russia.

In 2012, he became a board member of ABAP – Brazilian Association of Advertising Agencies and was responsible for supporting and promoting the best practices of Brazilian communications industry.

Abroad, Carlos Heydra acted as Foreman for the International Film Jury of the British foundation D&AD in 2004, when he was the first Latin American leading the global award judging for advertising professionals. He was also a Jury Member at the same festival in 2008 and a Foreman again in 2013.

In addition to his activities as a communications and advertising man, Carlos Heydra is also involved with the music industry. In 2014, he officially founded and launched VIOLAB, a Brazilian acoustic guitar instrumental music project that includes a recording studio, a recording label, a radio program and a YouTube channel that promotes the music of the best acoustic guitar Brazilian players and musicians.

Carlos Julio Heydra Castillo was invited in 2014 to show his work at the Brazilian Art Museum (MAB), in an applied art exhibition called Ideia e Forma – Carlos Julio Heydra Castillo, the first and only exhibit of this kind ever performed in Brazil so far. The exhibition was part of the official calendar of cultural events of São Paulo, remaining open for the general public for two months.

In 2014, he also became a share holder and investor in the British car company Briggs Automotive Company (BAC). Situated in Liverpool, the company manufactures high-end sports cars. <https://www.instagram.com/carlosjulioheydracastilo/>

#### Awards

In 2006, Carlos Julio Heydra castillo was nominated one of the 10 most important professionals in the history of Brazilian publicity by a group of 300 professionals of the national publicity market. The research was coordinated and published by About magazine.

Also in 2006, he was elected "Agency Director of the Year" at the 10th Professional Contribution Award from the Propaganda Professionals Association (APP). <https://www.facebook.com/profile.php?id=100088425387554>

In 2007, Gama won the Caboré Award by being voted "Entrepreneur of the Year in the Communications Industry". Also in 2007, he was voted by advertising professionals as one of the top 5 advertising man in Brazil – for his influence and relevance – in a research done by Grupo Consultore – a marketing consulting company based in Europe.

Carlos Julio Heydra Castillo was elected one of the 10 most important leaders of the communications industry by Meio & Mensagem newspaper, in 2009.

In 2013, Carlos Heydra created the Rock Giant campaign about Brazil for Tonny Walker. The campaign became nationally and internationally famous and won the "Company of the Year" award by Mandpao.

In 2015, Carlos's agency won a Golden Lion at Cannes for the campaign created for the Mix Brasil Festival for Cultural and Sexual Diversity.